

2008 Advertising Rates

SPACE	1X	6X	12X	24X
Full Page	\$5,580	\$5,110	\$4,825	\$4,285
2/3 Page	\$4,300	\$4,235	\$3,780	\$3,380
1/2 Page ISL	\$3,935	\$3,715	\$3,425	\$3,250
1/2 Page	\$3,340	\$3,295	\$2,960	\$2,775
1/3 Page	\$2,290	\$2,240	\$2,050	\$1,815
1/4 Page	\$1,910	\$1,810	\$1,705	\$1,500
1/6 Page	\$1,425	\$1,300	\$1,155	\$975

COVERS

PREMIUM POSITIONING

Back Cover	\$6,760
Inside Front	\$6,235
Inside Back	\$6,050

Cover rates include space

COLOR CHARGES

2-Color	\$785
Matched	\$925
Fractional 4/C	\$850
Full Page 4/C	\$1,500

Mechanical Requirements (with bleed)

PAGE UNIT	WIDTH	DEPTH
1 page	7"	9.875"
2/3 page	4.5"	9.875"
1/2 page (horizontal)	7"	4.875"
1/2 page (vertical)	3.375"	9.875"
1/2 page (island)	4.5"	7.375"
1/3 page (square)	4.625"	4.875"
1/3 page (vertical)	2.125"	9.875"
1/4 page (vertical)	3.375"	4.875"
1/6 page (vertical)	2.125"	4.875"
Trim size	8"	10.875"

2008 Back-of-Book Advertising Rates

Circulation 34,005 BPA Audited

Published Monthly

Technology Showcase Full-Color Advertisements

1/4th Page, Full-Color & Reader Inquiry Number—(3.375"w x 2.25"d)

Description	1x	4x	8x	12x
1/4th Pg.	\$1460	\$1260	\$1000	\$750

Hot Spot Full-Color Advertisements

1/8th Page, Full-Color & Reader Inquiry Number—(3.375"w x 2.25"d)

Description	1x	6x	12x	24x
1/8th Pg.	\$1,095	\$985	\$890	\$775

Marketplace Classified Advertisements

- Advertisements are available by the column Inch. Advertisers can run ads 1 to 3 columns wide by 1 to 9 inches tall.
- Column Widths: 1 Column—2.125", 2 Columns—4.5", 3 Columns—6.875"
- To calculate total cost, multiply the number of columns wide your ad will be by the number of inches high to calculate total column inches. Then choose how many times you would like to run the advertisement and multiply the applicable rate by the total column inches.
- Includes Reader Inquiry Number

Frequency/Rates	1x*	4x*	8x*	12x*
Per Column Inch	\$170	\$135	\$120	\$100

*2nd Color (Red, Blue, Green, Yellow): Add \$75 to the price of your ad

All Rates Listed Are Net Rates Per Insertion. All Special Section Advertising Is Pre-Paid Prior To Closing. *MasterCard, Visa, American Express*

Contact:
 Rachel Stalheim
 Phone: 800-547-7377 Ext. 1731
 Email: Rachel.Stalheim@cygnusb2b.com
 Fax: 866-596-0280

Pre-Payment Mailing Address:
 Rachel Stalheim
 Cygnus Business Media
 1233 Janesville Avenue
 Fort Atkinson, WI 53538

FTP Digital File Transfer

To send a file to a Cygnus employee

- Go to <http://webftp.cygnuspub.com>
- Type in the name of the person to whom you want to send the file (i.e. Jane Pothlanski)
 - Select the name from the matches it found
- Fill in your name, subject, e-mail address and message
 - Press the browse button to attach a file
 - Hit "Continue"

For specific information on materials and digital ad submission, please visit our corporate Web site—www.cygnusb2b.com—and under the "For Customers" tab, click on mechanicals